

Social Media for Business: Make your Blog Cool



3 Key Steps

1. Create good content (write well & regularly)
 2. Attract first time readers (share with others)
 3. Get readers to come back (the hardest part)
- If your blog isn't doing well, grade yourself in these three areas.*



Writing Tips

- Teach, share or solve something. Don't self promote (too much).
- Write for people with short attention spans
- Kick your reader with your headline
- Slap your reader with your first paragraph
- Create lists ("Top 10 Reasons...")
- Write tutorials ("How to...")
- Tie into popular media and culture ("Why Drew Carey Loves Soccer")
- Create original content: discoveries, experiences, perspective, conclusions
- Use your own voice. Don't sound like a robot or a salesman.
- Don't over-think, over-write or over-edit



Navigation Tips

- Host your blog on your own domain.
- Recommend a list of older posts in the sidebar
- Display popular posts in the sidebar
- Offer related posts at the end of each post
- Refer to old posts in new posts
- Make the header link to the homepage
- Display your RSS links clearly
- Provide useful categories
- Conscientiously tag all of your posts



Design Tips

- Make your blog look like the business website or branding
- Use eye candy in your posts (smiling happy people)
- Frame your posts - not distract from them.

- Display only posts summaries on the homepage (display more headlines and encourage clicks)
- Use font size, color, and style to highlight key content
- People who scan rather than read. Create blocks of text with sub-headings.



Technical Tips

- Generate a smart URL address (in English)
- Generate a title and description tag from the post (meta tags)
- Be mindful of slowing load times with too many widgets
- Use Feedburner to manage email subscribers (<http://feedburner.google.com>)
- Use Google Analytics (<http://www.google.com/analytics/>)
- Use Google Webmaster Tools (<http://www.google.com/webmasters/>)



Super-Cool Stuff

- Give readers something to do: run contests, giveaways, polls, voting, opinions
- Photos are cool. Video is even cooler.
- Automatically tweet new blog posts on Twitter (<http://twitterfeed.com/>, others services too)
- Update Facebook with new post headlines (NOT the whole post!)
- Add your blog (and other stuff) to FriendFeed (<http://friendfeed.com>)
- Add the ShareThis widget to the end of your posts
- Display recent comments or most active posts
- Enable comments. Comments = Reader Investment
- Invite friends to comment. Respond to your comments.
- Offer ways to connect with you (Twitter, FB, LinkedIn, email)
- Post interviews, Q&A, use guest bloggers